

Abstract of the Disclosure

A lithographic sheet product having a substrate with a roll textured surface covered by a pretreatment layer. The pretreatment layer enhances adhesion of a printing composition to the sheet product and is composed of a polymer selected from the group consisting of polymers of acrylic acid, polymers of methacrylic acid, an organophosphorous polymer and copolymers of an organophosphorous compound and acrylic acid or methacrylic acid. Dopant particles of alumina, silica, titanium dioxide or a black dye or pigment may be added to the pretreatment layer to reduce the gloss and reflectance of the pretreatment layer in a printing process. Etching of the substrate also reduces gloss and reflectance.